LEO BURNETT COMPANY, Inc.
Ad No. 2070—Yellow Shirt Light Up—Req. No. 83091—Page—4/C Bleed—4⅝ x 11½ in.—Black Publications, 1972 (A)
Printed in U.S.A.

Marlboro Red
or Menthol Green,
either way you
get a lot to like
Marlboro
Where the flavor is.
Kings: 20 mg "tar" 1.3 mg. nicotine—
av. per cigarette, FTC Report Aug '71

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Source: https://www.industrydocuments.ucsf.edu/docs/kjhn0003
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